

**SYSTEMS AND METHODS FOR  
MANAGING AND PROMOTING NETWORK CONTENT**

Abstract of the Disclosure

Network systems having a plurality of nodes which include adding components  
5 for enabling enhanced bi-directional communications over the network. These  
components include a novel robot called RevBot which enables, for example, a node  
including a website to efficiently update its information and content at other network  
nodes. The RevBot is installed on a website's computing platform and detects search  
engines and other qualifying databases and lists located remotely on the network. The  
10 RevBots can also be used to filter, block and enhance website content transmitted over  
the network. E-Commerce and data rights management (DRM) functions can also be  
facilitated over the network system. Another component is a receiver (RevBot Receiver)  
conveniently located on a search engine computer platform to automatically update the  
search engine database with the communications sent by a RevBot.

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